

The Chemistry Set & Dead Bees Records Press Release, April 2010



We are delighted to announce a partnership to release the eagerly awaited new Chemistry Set record: **“This Day Will Never Happen Again”** in June 2010.

The Chemistry Set & Dead Bees records share a similar **“indie ethos”** and taste in music.

Dead Bees is a **French** indie label set up in 2003 and have released indie pop/rock/psychedelic albums by up-and-coming bands from France, UK, USA, Canada and Australia.

Dead Bees were the first European label to work along with **Bomp**, The Committee to Keep Music Evil and Celluloid Dreams to bring **The Brian Jonestown Massacre** to European audiences.

Over the years, Dead Bees have worked with the following bands: **THE BRIAN JONESTOWN MASSACRE** (us), **THE BLACK ANGELS** (us), **THE DECEMBER SOUND** (us), **THE QUARTER AFTER** (us), **THE ASTEROID NO. 4** (us), **BLITZEN TRAPPER** (us), **CALL ME LORETTA** (fr), **COBSON** (fr), **DAN ALFRESCO** (fr), **FUCK BUDDIES** (fr), **THE MORNING AFTER GIRLS** (australia), **RECIFE** (fr), **RICK BAIN** (us), **SLEEP TALKER** (fr), **SOLTERO** (us) and many more

The label gives special care into releasing periodic compilations – “Dead Bees records label samplers” (currently on volume 9) – these are showcased and released at the annual **“Primavera Sound Festival”** in Barcelona as milestones of the extended Dead Bees families ongoing work. These samplers are made available as physical CD-R, but also as free digital releases, under the terms of Creative Commons licenses. It is Dead Bees' deepest belief that music must remain free and these releases are a gift from the artists to their audience.

London Psychedelic-Pop band **The Chemistry Set** have quite a history. Veterans of the late 80s neo-psychedelic boom, their music received regular airplay on **John Peel's** show (Peel went so far as to sending the band a hand-written fan letter), featured in the mainstream and underground music press, indie top 20 and toured worldwide. The band appeared on the late, legendary **Tony Wilson's** television show, who was a huge fan of the band.

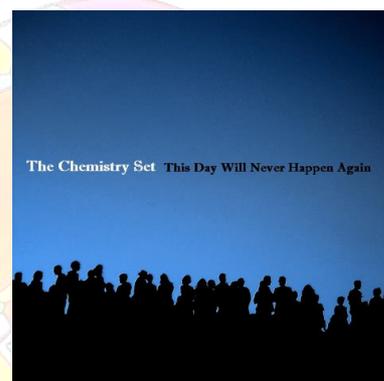
They took a bit of a hiatus, remaining silent ... until **Paul Lake and Dave Mclean** remarkably **reappeared in 2008**. Their return came about when their unreleased LP from 1989 **“Sounds Like Painting”** was uploaded onto various blogs and was downloaded over **10,000 times!**

In 2009 Lake and Mclean (along with a little help from some musical friends) returned to the laboratory and recorded the mini album **“Alchemy#101”** in a studio on an island in the middle of the River Thames, using vintage instruments but recorded it to “pro-tools” to get a great mix of vintage and modern sounds. It was then lovingly mixed and produced over 3 months by the Spanish indie producer **Manel Ibáñez**.

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For more info on the release and Dead Bees records visit www.deadbees.com or contact infos@deadbees.com

For more info on The Chemistry Set visit www.myspace.com/thechemistrysetuk or contact Dave Mclean: dmclean@nhhg.org.uk



The EP was released in the summer of 2009 and was heralded by dozens of rave reviews and airplay all over the globe, including several plays on **BBC Radio** in England, 18 **College Radio Stations** in the USA & Canada, 12 stations in Spain and plays in France, Germany, Holland, Greece, Italy, Belgium, Sweden and Japan.

One of the songs; “**Regarde Le Ciel**” was chosen by Bob Paterson of “**Americana radio**” as his “**song of the year**”.

The cult arranger/songwriter **David Axelrod** loves the band. The band are massive fans of his music and they added a section of his song “**Sanctus**” (from The **Electric Prunes** “**Mass in F Minor**”) into their symphonic cover of **Del Shannon’s** “**Silver Birch**”. They sent a demo copy to him and he dug it so much he worked on pre-production of the finished version for free and had this to say about their music: “**Real music! music that makes you think and really listen to**”.

During 2009 the boys starting working on **remixes** with one of the most important European indie club DJ’s; **DJ Gato** from Barcelona (DJ at the **Festival Internacional de Benicàssim**). In November 2009 the remix of “**She’s Taking Me Down**” was released as a single on the Barcelona label “**Tsunami**”. The single was played in the most important indie-clubs in Europe and featured in the top club DJ’s recommended lists.

Spain’s number one club DJ (#*Go Mag Feb 2010*) **Amable** asked to include “**She’s Taking Me Down**” in his compilation CD “**Razzmatazz 09**” (released December 2009). The Chemistry Set are featured alongside indie bands such as **Empire Of The Sun, The Pains Of Being Pure At Heart, The Horrors and The XX**.

The success of the remix single lead Paul and Dave to permanently join forces with DJ Gato and they are currently working on remixing several more tracks for a remix CD to be released later in 2010.

Working with DJ Gato also solved a huge conundrum the boys had with regards to playing live. Paul & Dave did not want to put a “pick-up” band together, so resisted calls to play gigs. They knew that it was not possible to recreate their psychedelic sounds with a traditional guitar, bass and drums line-up. Working with DJ Gato and producer Manel Ibanez, the boys began to experiment with remixing and rearranging their songs into formats that could be played live.

The fruits of their experiments came together when their first concert in **18 years** was announced at the biggest indie club in Barcelona, Razzmatazz on 5th February 2010.

The gig was a “**sell-out**” (some fans travelled from **Sweden** and **England** to see the gig!) and at 02.30 in the morning Paul, Dave, Manel, Jofre and Dani took to the stage. Paul and Dave on guitars and vocals. Manel on Hammond, Jofre on Piano and Mellotron and Dani, MC, kaoss pad, nano pad, beats and bleeps.

The Chemistry Set’s Electronic-Psychedelia fitted perfectly into the live environment. The concert also featured the talents of **VJ “Matrona”** (whose visuals and installations have been on display in clubs and galleries in NYC, London, Barcelona and Buenos Aires). She used several projectors with custom designed visuals that filled the Pop-Bar.

In January 2010 the boys went back into the laboratory to record the follow up to “**Alchemy#101**”. Entitled “**This day will never happen again**” and featuring 14 tracks, again produced by Manel Ibáñez.

In March 2010 they recorded a stunning version of **The Rolling Stones** psychedelic classic “**We love you**”.

The first person to play “**We Luv You**” on the radio was the mythical **Rodney Bingenheimer** on his “**Rodney on the ROQ**” program in Los Angeles. Pete Jackson at **Dandelion Radio** in the UK is playing the song every day on his show in April **and it has not even been released yet!**

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Soundbites:

David Axelrod (Composer/Arranger/Songwriter/Genius!)

"Real music! music that makes you think and really listen to"

Peter Hook (New Order)

"They are even better the second time around"

Clint Boon (Inspiral Carpets & XFM DJ)

"The Chemistry Set are a f**kin great band"

David Cavanagh (Rock Critic)

"Someone once told me that great songs have no date stamp, and (The Chemistry Set) understood perfectly"

Garwood Pickjon (Popism)

"The omnipresent 12-string Rickenbacker jangle, occasional Syd-like quirk, and Beatlesque harmonies overload, will instantly grab B-bands fans attention, but the production and dreamy vocal delivery make the whole thing contemporary enough, for it to be taken seriously enough by moderndaze kids as well. Referring to The Stone Roses would be an easy way out, but with intelligent orchestration and eclectic arrangements, I'd rather go with their soulmates, Shack"

Shindig Magazine (UK)

"This six track mini-album contains their best recorded work to date. The tunes are full of dreamlike harmonies, incisive guitars and mellotron washes. The likes of "She's Taking Me Down" and "Look To The Sky" are always ambitious, inventive and highly melodic"

Niklas Odin, Ettnolett Magazine (Sweden)

"Like being taken on a rollercoaster ride back to the heady days of the late eighties, with a glance or two even further backwards but with eyes peeled firmly on the future, with both the mind and music going in all kinds of directions but being held together by a shimmering vision to reach a musical nirvana"

Plastique Pop Mag (USA)

"When it comes to solid gold songwriting with an in depth 1-2 Psychedelic punch, no one does it better than The Chemistry Set. Just listening to them is like a shot of transcendental bliss. Go out and discover this goldmine today!"

Phil McMullen (Terrascope)

"Look To The Sky" is classic daisy-fuelled English psychedelic toy-shoppe whimsy, everything I wanted to hear of the band. "If Rome Was Meant To Fall" and "Seeing Upside Down" both have that Byrdsian harmony jangle down pat, then each kicks in with a lead guitar break, just like the Long Ryders used to do (bless 'em).

"She's Taking Me Down" is arguably the strongest song on here, featuring rich instrumentation, a gorgeous guitar break and a memorable riff. The most ambitious though has to be "Silver Birch", which takes a leaf (arf!) straight out of the Zombies songbook in terms of both production and delivery.

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